**Description**

Description should answer the following questions

* *What you do/propose to do?*
* *How you do it/propose to do it?*

**Sample**

*I represent a local FMCG manufacturer in Nigeria. We have been in existence for about 25 years. Our product market coverage area consists of Nigeria and neighbouring West African countries. All manufacturing operations are done in Nigeria. Products are distributed to regions via land transportation (road).*

**Please write your description below:**

**Focus area**

Focus area should answer the question

* *What/where do you require assistance/consultation?*

**Sample**

*We have been experiencing a drastic drop in sales which has resulted in stock pileup of various products. From time to time we do price slashes to help move warehouse stock but this doesn’t address the underlining problem which is reduced product sales.*

**Please write your focus area below:**